MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

BEL1014 – ELECTRONIC COMMERCE

(All sections / Groups)

13th MARCH 2020
9 am – 11am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages and a total of 5 Questions.
2. Answer **ALL** questions.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1 (20 Marks)

Travel agencies are facing many challenges as well as opportunities in the Digital era. Explain TWO (2) challenges and THREE (3) opportunities of Electronic Commerce to companies in the travel industry.

QUESTION 2 (20 Marks)

Online businesses face a plethora of threats ranging from financial fraud, to spams and hacking. Discuss FIVE (5) methods that Small Medium Enterprises can employ to combat these threats.

QUESTION 3 (20 Marks)

Mr Ah Beng wants to setup a website selling shoes. Discuss FIVE (5) factors/methods that can be employed to help bolster the website's credibility?

QUESTION 4 (20 Marks)

After a company has acquired customers, the key to maximizing revenue is retaining the customers. Explain FOUR (4) ways how Electronic Commerce can help in retaining customers.

QUESTION 5 (20 Marks)

a) What is Content Marketing? (4 Marks)

b) Explain FOUR (4) ways how content marketing helps to increase sales of a website? (16 Marks)

End of Paper